



Press Release

Monroe County Democratic Caucus

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For Immediate Release
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Cut the Violence with Super Bowl Champ Roland Williams

Latest in Lightfoot Series to Benefit Kids Football Camp

Rochester, New York – May 3, 2006: Monroe County Legislator Willie J. Lightfoot, Democrat – District 27, in partnership with City Councilman Adam McFadden, will be holding a special **CUT THE VIOLENCE** event **Thursday, May 4th** from **4:00 p.m. to 8:00 p.m.** at the New Creations Unisex Shop located at 647 Jefferson Avenue. Super Bowl XXXIV champion and Rochester native Roland Williams will be making a guest appearance at the event, which is being held to benefit the Youth Lifeline Foundation (YLF), established by the football great.

The CUT THE VIOLENCE series was created by Lightfoot and McFadden to help fight teen violence in Rochester. Tomorrow's event will include haircuts at a cost of \$8.00 each, with all proceeds going to send kids to the YLF's annual Rochester Free Football and Life Skills Camp scheduled for June 23 – 25 at East High School. The camp brings together active and retired NFL players and local business leaders to teach youth athletics, leadership, and life skills training, such as computer competency, esteem development and financial literacy.

"Roland Williams is a great role model for our youth. I am pleased that CUT THE VIOLENCE and the Youth Lifeline Foundation are partnering in the effort to stop youth violence by improving the lives of at-risk adolescence. Together, we can teach kids the skills they need to achieve success in life. We can show them what their opportunities are. We can give them hope, and inspire them to make good choices," stated Lightfoot.

A variety of local nonprofit organizations will also be present tomorrow night to distribute information about community service, career building, educational opportunities and anti-violence programs. Cosponsors of the event also include Vinney's Barbershop and Elements of Style.

For more information about the CUT THE VIOLENCE event, the public is encouraged to contact New Creations Unisex Shop by calling 436-2520

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